

**AMENDMENTS TO THE CLAIMS:**

This listing of claims will replace all prior versions, and listings, of claims in the application:

**Listing of Claims:**

1. **(currently amended)** An advertising method using Internet e-mail system having a transmitting part's client PC for a transmitting part to transmit e-mails, a receiving part's client PC for a receiving part to receive the e-mails, an e-mail server and an Internet network for connecting the transmitting part's client PC, the receiving part's client PC and the e-mail server with one another, the method comprising the steps of:

the transmitting part sending an e-mail including an advertisement from the transmitting part's client PC to the receiving part's client PC, wherein the advertisement included in the e-mail is convertible between an inactivated state and an activated state, and vice versa, by an activating member provided separately from the advertisement and also included in the email;

delivering first information on the transmission of the e-mail from the transmitting part's client PC to the e-mail server, and recording the first information in the e-mail server;

the receiving part receiving and opening the e-mail including the advertisement using the receiving part's client PC, wherein, when the email is received and opened by the receiving part, the advertisement, the activating member and a body of said email are displayed together in an email main screen, and wherein the advertisement displayed in the email main screen is hidden from being viewed in said email main screen upon activation of said activating member;

the receiving part selectively activating the advertisement included in the e-mail to see the advertisement;

transmitting second information on viewing of the advertisement from the receiving part's client PC to the e-mail server, and recording the second information in the e-mail server; and  
configuring the e-mail server to compensate the transmitting and receiving parts for viewing the advertisement on the basis of the first and second information .

2. (canceled)

3. **(currently amended)** An advertising method using Internet e-mail system having a transmitting part's client PC for a transmitting part to transmit e-mails, a receiving part's client PC for a receiving part to receive the e-mails, an e-mail server and an Internet network for connecting the transmitting part's client PC, the receiving part's client PC and the e-mail server with one another, the method comprising the steps of:

the e-mail server presenting a plurality of e-mail pages, each of which includes an advertisement, to the transmitting part;

the transmitting part selecting one e-mail page among the plurality of e-mail pages;

the transmitting part downloading the selected e-mail page and the included advertisement from the e-mail server, and adding messages he/she wants to send to the selected and downloaded email page to compose an email;

the transmitting part sending the e-mail and the included advertisement from the transmitting part's client PC to the e-mail server, wherein the advertisement included in the e-mail is convertible between an inactivated state and an activated state;

the e-mail server transmitting the e-mail to the receiving part's client PC, and storing first information on the transmission of the e-mail ;

the receiving part receiving and opening the e-mail and the included advertisement using the receiving part's client PC, wherein, when the email is received and opened by the receiving part, the advertisement, an activating member and a body of said email are displayed together in

an email main screen, and wherein the advertisement displayed in the email main screen is hidden from being viewed in said email main screen upon activation of said activating member;

the receiving part selectively activating the advertisement included in the e-mail to view the advertisement;

transmitting second information on viewing of the advertisement from the receiving part's client PC to the e-mail server, and recording the second information in the e-mail server; and

the e-mail server compensating the transmitting and receiving parts for viewing the advertisement on the basis of the first and second information .

4. (previously presented) An advertising method using Internet e-mail system having a transmitting part's client PC for a transmitting part to transmit e-mails, a receiving part's client PC for a receiving part to receive the e-mails, an e-mail server and an Internet network for connecting the transmitting part's client PC, the receiving part's client PC and the e-mail server with one another, the method comprising the steps of:

the e-mail server presenting a plurality of e-mail pages, each of which includes an advertisement, to the transmitting part;

the transmitting part selecting one e-mail page among the plurality of e-mail pages;

the transmitting part downloading the selected e-mail page and the included advertisement from the e-mail server, and adding messages he/she wants to send to the selected and downloaded email page to compose an email ;

the transmitting part sending the e-mail and the included advertisement from the transmitting part's client PC to the e-mail server;

the e-mail server transmitting the e-mail to the receiving part's client PC, and storing first information on the transmission of the e-mail ;

the receiving part receiving and opening the e-mail and the included advertisement using the receiving part's client PC, wherein, when the email is received and opened by the receiving

part, the advertisement, an activating member and a body of said email are displayed together in an email main screen, and wherein the advertisement displayed in the email main screen is hidden from being viewed in said email main screen upon activation of said activating member;

transmitting second information on the reception of the e-mail from the receiving part's client PC to the e-mail server, and recording the second information in the e-mail server; and

the e-mail server compensating the transmitting and receiving parts for viewing the advertisement on the basis of the first and second information .

5. (previously presented) The method as claimed in claim 1, wherein the advertisement included in the e-mail is chosen by the transmitting part among a plurality of advertisements presented by the e-mail server to the transmitting part.

6. (previously presented) The method as claimed in claim 1, wherein the advertisement includes a lottery ticket.

7. (previously presented) The method as claimed in claim 1, further comprising either preventing the transmitting part from sending a spam mail of a membership or paying no compensation money to a member having the membership, the compensation money being for compensating the transmitting part for viewing the advertisement, the compensation money being saved up previously.

8. (canceled)

9. (previously presented) The method as claimed in claim 1, wherein the first information on the transmission of the e-mail is automatically transmitted from the transmitting

part's client PC to the e-mail server, and the second information on viewing of the advertisement is automatically transmitted from the receiving part's client PC to the e-mail server.

10-11. (canceled)

12. **(currently amended)** An advertising method using Internet e-mail system having a transmitting part's client PC for a transmitting part to transmit e-mails, a receiving part's client PC for a receiving part to receive the e-mails, an e-mail server and an Internet network for connecting the transmitting part's client PC, the receiving part's client PC and the e-mail server with one another, the method comprising the steps of:

the transmitting part sending an e-mail including an advertisement from the transmitting part's client PC to the receiving part's client PC, wherein the advertisement included in the e-mail is convertible between an inactivated state and an activated state by an activating member provided separately from the advertisement and also included in the email;

delivering information on the transmission of the e-mail from the transmitting part's client PC to the e-mail server, to record it therein;

the receiving part receiving and opening the e-mail including the advertisement using the receiving part's client PC;

~~the receiving part selectively activating the advertisement included in the e-mail to see it;~~

transmitting information on viewing of the advertisement from the receiving part's client PC to the e-mail server, to record it therein; and

configuring the e-mail server to compensate the transmitting and receiving parts for viewing the advertisement on the basis of the information on the transmission of the e-mail and the information on viewing of the advertisement;

the method further comprising:

displaying the activating member and a body of said email together with the advertisement in an email main screen when the email is received and opened by the receiving

part; and

in response to the receiving part's activation of the activating member, either  
switching the advertisement from the inactivated state to the activated state  
and displaying the advertisement together with the activating member and the body  
of said email in said email main screen, or  
switching the advertisement from the activated state to the inactivated state  
and hiding the advertisement from being viewed in said email main screen.

13-14. (canceled)

15. (previously presented) The method as claimed in claim 12, wherein said activating member is a clickable button.

16-20. (canceled)